

**Goal 1:** Evaluate existing and future needs for capital improvements and infrastructure throughout the City and develop schedule and budget to address needs.

**Objective 1.1:** Upgrade collector roads by 2022 and all roads by 2030.

**Strategy 1.1.1:** Improve existing asphalt road surfaces. Collector roads will be prioritized first (Woodcreek Drive, Brookhollow Drive, Brookmeadow Drive, Augusta Drive, and Champions Circle)

**Objective 1.2:** Address vehicular traffic concerns around volume, speed and noise; to increase safety to pedestrian and bicycle traffic; in order to preserve the essentially residential nature of Woodcreek.

**Strategy 1.2.1:** Look at ways to reduce cut-through traffic.

**Strategy 1.2.2:** Work with Camp Young Judaea to create new entrance for truck and bus access.

**Objective 1.3:** Incentivize investments by potential water service customers and or service providers to enhance long-term operations and maintenance.

**Strategy 1.3.1:** Encourage rainwater collection and water saving landscape techniques throughout the city to reduce water consumption. Council support by modifying existing ordinances and offering a reference of acceptable architectural solutions.

**Strategy 1.3.2:** Evaluate short- and long-term benefits of municipal ownership of water and sewer systems.

**Objective 1.4:** Review access to new dry utility (cable, telephone, etc.) providers to create competition among providers by January 2030.

**Strategy 1.4.1:** Contact potential providers for cable, internet, and telephone services to discuss extension of services. Evaluate new technologies that may benefit the city such as broadcast WIFI

**Objective 1.5:** Maintain high level of public safety services by conducting annual review of quality of service and potential improvements.

**Strategy 1.5.1:** Review relationships with Wimberley Fire Rescue, Hays County Precinct 3 Constable's Office, and Hays County EMT/Ambulance services.

**Objective 1.6:** Monitor flood mitigation issues with biennial report.

**Strategy 1.6.1:** Seek state and federal funding to address flood prone areas, such as Hog Creek, and Cypress Point Pond.

Strategy 1.6.2: Increase partnership Cypress Creek Watershed Association

**Goal 2:** Provide improved recreational opportunities by enhancing existing amenities and actively searching for new prospects to expand or add new park areas, trails, and other recreational facilities. Collaborate with Parks Board and assist in developing the parks plan.

**Objective 2.1:** Explore programs with Texas State or similar organizations for the study of ex-urban life, culture, and the sustainability of the environment. Look at opportunities to encourage and celebrate volunteerism.

**Strategy 2.1.1:** Create shared activities for citizens with Quicksand Golf Course and Camp Young Judaea

**Objective 2.2:** Monitor environmental concerns with bi-annual report.

**Strategy 2.3.1:** Create a Woodcreek Environmental Committee comprised of citizens by May 2019.

**Strategy 2.3.2:** Identify and protect natural springs and other natural water sources within City and ETJ. Meet with interested groups (Master Naturalists, etc.) and identify these.

**Goal 3:** Ensure proper fiscal discipline and develop strategies to generate revenue to fund necessary capital projects.

**Objective 3.1:** Explore financial prospects with quarterly report.

**Strategy 3.1.1:** Research potential funding from grants, donations, estate bequests or private foundations.

**Objective 3.2:** Enhance operating capital to fund needed capital improvement projects.

**Strategy 3.2.1:** Expand tax base through annexation of existing ETJ.

**Strategy 3.2.2:** Inform citizens on the needs of the City and the correlation between the cost of capital improvements and funding sources.

**Goal 4:** Review land use policies to ensure the success of Woodcreek by attracting potential residents and providing for future needs.

**Objective 4.1:** Develop a strategy for annexation of areas within the existing Woodcreek ETJ.

**Strategy 4.1.1:** Expand City Limits to include the current ETJ.

**Strategy 4.1.2:** Formulate strategies to encourage ETJ adoption.

**Objective 4.2:** Encourage development of housing for senior living.

**Strategy 4.2.1:** Attract developer to construct senior-appropriate housing, such as patio homes, independent living, and/or assisted living.

**Objective 4.3:** Improve and expand housing stock by encouraging new types of housing in appropriate locations by 2030.

**Strategy 4.3.1:** Allow high quality, environmentally sustainable single-family residential housing, enforced via masonry ordinance, with permeable cover limit and runoff impact assessment.

**Goal 5:** Ensure the city's municipal government serves the needs of a growing city.

**Objective 5.1:** Monitor the growth rate of the City and prepare accordingly for any necessary legislative action.

**Objective 5.2:** Increase city outreach.

**Strategy 5.2.1:** Hold town hall events every quarter and ensure city council members attend

**Strategy 5.2.2:** Sponsor other events (Christmas, Halloween, 4<sup>th</sup> of July, Farmers Market, National Night Out, Coffee with the Mayor)

**Strategy 5.2.3:** Conduct straw polls and other informal surveys at events.

**Strategy 5.2.4:** Support the development of annual community events.

**Goal 6:** Create a specific and compelling brand for Woodcreek and promote the community to potential residents.

**Objective 6.1:** Create a new city motto and logo by 2022.

**Strategy 6.1.1:** Explore resources to create a motto and logo with public input.

**Strategy 6.1.2:** Promote the community by enhancing communication among all available stakeholders.